

## US EXECUTIVE APPROVAL FORM

**CUSTOMER NAME:** Hallmark Cards  
**2501 McGee**  
**Kansas City, MO 64141**

### SECTION I - Approval Requests:

#### HQAPP Requests:

1. Load and Return language required to eliminate Missouri sales tax
2. 5 year flatlined support, 4% cap in years 6-10.
3. 90% discount worst case

#### TIER 1 Requests:

1. 3 year price hold w/ \$25k purchase minimum.

#### TIER 2/3 Requests:

1. Global Licenses – Canada, Mexico and Hong Kong. 200 employees each.
2. OTL control hold release – John Wookey
3. Waive CD pack fees
4. Limited use EE and 9iAS to Oracle apps

### SECTION II – Deal Summary:

| Deal Summary (modify as deal changes to reflect your worse case) |   |
|--|---|
| <b>Product Mix:</b>  | HR, Payroll, OTL, Advanced Benefits, Self Service HR, iRecruitment, HR intelligence, Internet Expenses, Enterprise Edition database, 9iAS Enterprise Edition, Spatial, Partitioning (All Tech Restricted) |
| <b>License Discount</b>  | 90% (ebiz + 65%) worst case   |
| <b>Support Discount</b>  | 90% (ebiz + 65%) worst case   |
| <b>Comp &amp; Admin Discount</b>                                 | N/a   |
| <b>Phased Implementation for Comp &amp; Admin?</b>               | See checklist below   |
| <b>Support Options/Holds</b>                                     | 5 year support hold -- flatlined  |
| <b>Price Holds</b>   | 2.5 years   |
| <b>List License</b>  | \$13,02,785   |
| <b>List Support</b>  | \$2,864,791   |
| <b>List Comp &amp; Admin</b>                                     | N/a   |
| <b>Net License</b>   | \$1,302,178   |
| <b>Net Support</b>   | \$286,478   |
| <b>Net Comp &amp; Admin</b>                                      | N/a   |
| <b>Net Price</b>   | \$1,588,656   |
| <b>Price List Used (specific date)</b>                           | 10/07/03  |



| Migrations                        |    |
|-----------------------------------|----|
| Does deal include migration (y/n) | No |
| Discount on migrated licenses     | No |

| Customer history  |              |
|---|--------------|
| Existing contractual discount (price hold)  | 60%          |
| Date of Price List for price hold   | 7/02         |
| When does price hold expire?  | 12/31/03     |
| Price hold program categories (database, server, erp, crm, hr/payroll, app suite) | HR/Payroll   |
| Name of Agreement, if applicable  | OM # 6734807 |

### SECTION III - Justification:

- **EXTREMELY Competitive situation against PSFT.** Peoplesoft in at less than 1M in license fees and lower yearly support %. Craig Conway all over this account with meetings and calls. The customer owns P-soft in a division as well.
- **Icebreaker** – This deal represents the first Application win in years at Hallmark. There are several other large targets (Mfg, CRM, E-Biz Suite) for Oracle in the next few years as our footprint extends past Financials at corporate.
- 50% of Hallmark employees are part-time, thus a higher discount is warranted
- Oracle has been engaged in a successful pilot.
- OCS, License, Support, and OFD involved.
- Limited use of 9i Database and 9iAS to Oracle apps.
- This deal represents entire Hallmark enterprise.
- 90% discount (worst case)
- License counts according to Hallmark's actual usage:
  1. Oracle Human Resources – All full-time, part-time and retired persons, plus casual labor and contractors
  2. Oracle Payroll – All full-time and part-time persons, plus casual labor. Does not include retirees who are paid by ADP and won't access Oracle Payroll
  3. Oracle Advanced Benefits – All full-time, part-time and retired persons, minus 15,000 Retail Merchandisers who don't receive any benefits and won't access OAB
  4. Oracle Self Service HR – All full-time, part-time and retired persons plus contractors
  5. Oracle Time and Labor – All full-time and part-time persons. Excludes retirees who won't access OTL
  6. Oracle iRecruitment – All full-time and part-time persons, plus casual labor and contractors
  7. Oracle HR Intelligence – All full-time and part-time persons, plus casual labor and contractors

**Recommendation:** (leave blank for HQAPP to fill out)

**Submitted By:** Matt Renner/Matt Mills

**Field RM name if submitted by OracleDirect:**

**R:** (leave blank for HQAPP to fill out)

11/13/2003 v.1

Page 2

C:  
L:  
A:  
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